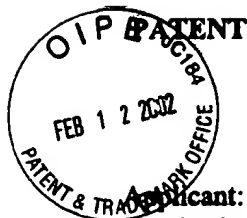


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Docket No.: YPLA0002

2-2002



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: HYUNG-SIK CHOI et al. )  
Application No.: 09/507,093 )  
Filed: February 17, 2000 )  
For: ADVERTISING METHOD USING )  
SOFTWARE PRODUCTS )  
Group Art Unit )

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INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Enclosed are a Korean Examination Report and a PTO Form 1449 listing ONE reference(s), copies of which are attached. Applicants submit the reference(s) in compliance with their duty of disclosure pursuant to 37 CFR §1.56 and 1.97. The Examiner is requested to make the citation(s) of official record.

This IDS is being submitted before first Office Action. Thus, no fee is due. However, if a first Office Action has been sent, the Commissioner is authorized to charge any necessary fee in connection with the submission of the IDS to Account No. 50-0710 (Order No. YPLA0002).

The submission of the references should not be interpreted as admitting them as prior art.

Respectfully submitted,  
J.C. Patents, Inc.

Dated: 1-17-2002

By: Jiawei Huang  
Jiawei Huang  
Registration No. 43,330  
Agent of Record

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## NOTICE TO SUBMIT RESPONSE

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### Patent Applicant

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### Attorney

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Address: 2F Cheonghwa Bldg., 1571-18 Seocho-dong, Seocho-ku, Seoul,  
Korea

Application No.: 10-1999-0041306

Title of the Invention: Advertising Method Using Software Products

According to Article 63 of the Korean Patent Law, the applicant is notified that the present application has been rejected for the reasons given below. Any Argument or Amendment which the applicant may wish to submit, must be submitted by December 22, 2001. An indefinite number of one-month extensions in the period for submitting a response may be obtained upon request, however no official confirmation of the acceptance of a request for an extension will be issued.

### Reasons

Since the specification, drawings and the scope of the claims in the application are inappropriately described as follows, the application is unpatentable, failing to comply with the provision of Article 42(3) and 42(4) of the Korean Patent Law.

The application includes mentions about payment, specifying that a plurality of advertisement sponsors carry advertisements differentially according to their portions of support. However, detailed technical features necessary to implement the payment are not included.

Also, the invention as claimed in all claims could have been easily invented by one of ordinary skill in the art prior to the filing of the application, and thus this application is rejected according to Article 29(2) of the Korean Patent Law.

According to U.S Patent 5105184, advertisements are coupled to software to display when the software is run by a user. The present invention is closely similar to the prior art

of the U.S Patent 5105184 in terms of the objective and the spirit of the invention associated with the relationship between advertisers, software designers, and users. In addition, the link to advertisers and the cost calculation basis are obvious to one of ordinary skill in the art. Therefore, the present invention would have been obvious to one of ordinary skill in the art from the cited reference.

Enclosure: U.S Patent No. 5105184

22 October, 2001

Jae-hoon Chong/Examiner  
Examination Division 4  
Korean Industrial Property Office